Generative AI Client Zero:
Insight Boosts Productivity to Better Serve Clients

Story Snapshot

When generative Artificial Intelligence (AI) capabilities hit a new high, Insight started strategising on how it could leverage the technology for the benefit of employees and clients.

Using its own internal expertise, consultancy arm and Insight Lens™ for Generative AI solution, Insight was able to:

- Quickly adopt, iterate and expand generative AI use internally.

- Provide a company-wide rollout under an accelerated timeline.

Background

Insight Enterprises, Inc. is a Fortune 500 Solutions Integrator with more than 13,000 teammates worldwide, dedicated to helping organisations accelerate their digital journey, modernising their business and maximising the value of technology.

Insight Enterprises, Inc. enables secure, end-to-end transformation, meeting the needs of clients through its comprehensive portfolio of solutions, far-reaching partnerships and 35 years of broad IT expertise.

Challenge

The project's goal was three-fold: Eliminate the toil from employee workdays, explore what generative AI could do for organisations and deepen understanding of the architecture to better serve clients with their own generative AI solutions.

On the employee side, Insight stood to gain a lot in productivity from generative AI, meaning shifting time to higher-value work.

For clients, the project would showcase the speed, expertise and experience Insight brings to the table when it comes to every aspect of generative AI deployment.

"With one of the first globally implemented corporate generative AI policies, Insight has been blazing the trail when it comes to secure, productive use of this technology for enterprise organisations."

Adrian Gregory, EMEA President, Insight

Data & AI

Solution and Outcome

An important aspect of implementing a generative AI solution is ensuring that private company data remains protected without hindering employees' use of the technology. As one of the first organisations worldwide to test and implement Microsoft® Azure® OpenAI® at the enterprise level, Insight was able to deploy a private instance that wouldn't feed prompts or data back into the public generative AI model.

With the internal policy created including the constraints around the use of the company's private instance, the solution was rolled out to teammates worldwide in just eight weeks. Training and information sessions were provided to better understand what generative AI is capable of and how it could streamline employee workdays.

Insight was able to fine-tune its generative AI solution from employee feedback and identify use cases. In HR, the tool was used to analyse and aggregate the data in new ways, saving the team one to two weeks. Additionally, sales were able to leverage InsightGPT to categorise and sort a large set of data, saving more than 100 hours.

Insight has also identified future projects to inject generative AI including chatbots, contract writing and other roles. By combining additional capabilities and integrations that have been released by Microsoft and other partners, Insight is rapidly expanding its generative AI footprint and expertise.

Why Insight?

When OpenAI released ChatGPT for public testing in fall 2022, Insight immediately investigated this technology to support its business and its clients. A diverse group of experts across departments and teams gathered to understand the impacts of this technology and how Insight can use it safely, responsibly and sustainably.

For months, employees across the business have been testing and learning with InsightGPT — and saving time on repetitive tasks in application development, sales, legal, marketing and beyond.

Explore what's possible with Insight Lens™ for Generative AI

FAST FACTS

Accelerated
8-week adoption for rapid iteration on solution.

Rolled out
to more than 13k employees worldwide.

Improved
productivity and efficiency across the enterprise.

Continually
expanding generative AI footprint and capabilities.